

## Not the Cheapest But the Best.

It is an insult to the public to always be flaunting the word "cheap" in their faces. It is a much over-worked word. It doesn't mean much. It is used because it is first thought of. Once in a while we have something that is really cheap, but there is a reason for it and we tell you the reason. Of course there are cheap groceries but you don't want that kind. Cheap groceries are dear, because there is a lack of strength to them, or improperly put up or inferior in quality. And you don't care to have your neighbors say that you are patronizing a "cheap" grocery. It is just like those who patronize installment houses. They want their goods delivered in vans that don't have the firm's name painted on the side. It's pride. And it's pride that causes a lady to say that she bought such and such an article of a house that has a known reputation. This grocery house is mentioned with pride by every housewife in this community. To have bought of S. M. White is to have bought the best. That's the reputation we have been striving for years and that's the reputation we are going to maintain. Of course, we lay claims to serving you for the same money with superior goods that other houses charge for inferior goods. To put this to a test take your last week's grocery bill and make up a list of the articles you bought, the quantity, and ask us to fill the order. Then compare the total. And don't forget to compare the quality.

### Blanke's Coffee.

We are selling 4 pounds of Blanke's coffee for \$1. There is nothing better. The poorest coffee maker can make coffee that's coffee—the coffee taste is there from the first cup to the last. If it isn't half as good as we say it is return it and get your money back.

Chickens 7c  
Eggs 20c  
Butter 15c

### S. M. White.

Phone 26,  
Keytesville, Missouri.  
New Store Building.

#### Roll of Honor.

Our grateful acknowledgments are made to the following friends, who have either become new subscribers or have renewed their subscription to the COURIER during the past week. May heaven bless 'em:

#### NEW SUBSCRIBERS.

W. J. Trueblood, Lee Cash,  
Jas. Wilson, Wm. Richardson,  
John Keely.

#### RENEWALS.

W. R. Phillips, M. S. Walther,  
Mrs. Jas. F. Ringer, F. J. Ellis,  
F. R. Edmonston, Chas. Huff,  
L. A. Schmitt, B. A. Cooper,  
Geo. Huckaby, L. B. Singleton,  
A. Mackay, Jr., John Anliker,  
John Vater, C. E. Stewart,  
W. H. Owen, E. B. Coleman,  
A. A. Crawford,  
A. L. Gibson, Mrs. Elizabeth Williams,  
Jas. W. Cox, Mrs. Jennie L. Hicks,  
Wm. Bitter, J. W. Stewart,  
F. P. McAllister, Arthur Sinnett,  
Frank Turpin, C. C. H. Zillman,  
J. S. Staples, Geo. W. West,  
P. S. Rader, Mrs. Anna Rice,  
Elbert Lamkin, J. W. Stobaugh,  
Felix Dookey, W. H. Fox,  
Wm. P. Jared, I. E. Seneker,  
A. D. Colvin, H. F. Meyer,  
Jesse Hershey, Ernest Wiley,  
Mr. O. McEuen, Mrs. Adam W. Funk,  
Thos. Graves, Mrs. Robt. Richardson,  
Geo. Thomas, A. R. Swanegan, col.  
Geo. Moorman, col., J. C. Maddox,  
Thos. Glasscock.

#### Marriage Licenses.

B. W. Winn, Tripiett  
Miss Minnie Graves, Bynumville  
Chas. W. Hart, Bynumville  
Miss Etta Krager, Bynumville  
J. D. Adams, Mendon  
Miss Emma Littrell, Mendon  
Alonso Morgan, Keytesville  
Miss Addie McCollum, Keytesville

#### Letter List

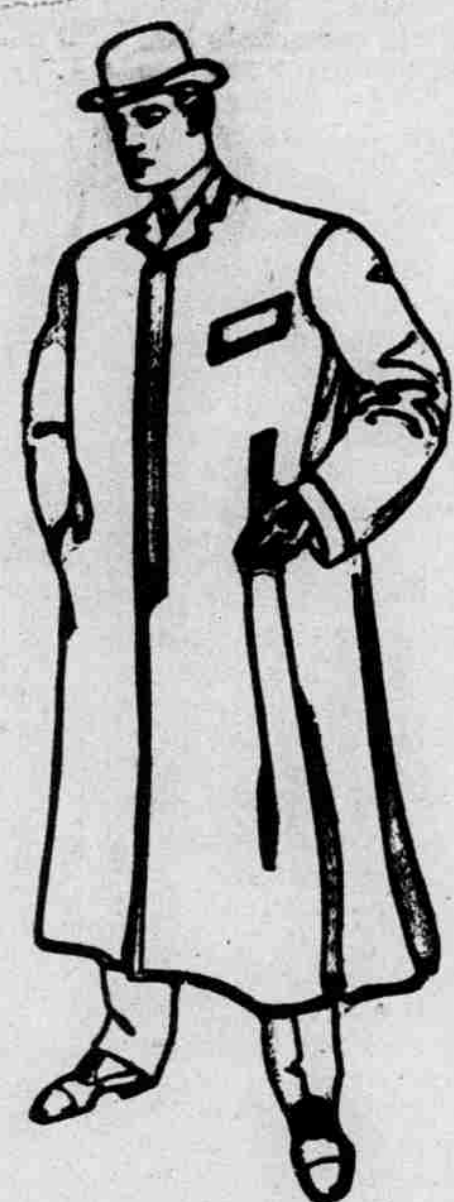
The following is a list of unclaimed letters in the Keytesville, Mo., post-office Jan. 13, 1905: When calling for the above letters please say "advertised."

W. C. GASTON, P. M.

## THE "RED TAG SALE"

## AT The Big Store

Continues with increasing trade. The numerous and genuine bargains are attracting customers from every part of Chariton, Randolph and Howard counties. If you have not been in to take advantage of the extraordinary inducements it will be to your interest to do so



Remember the Sale Closes  
**JANUARY 31st**

## THE BIG STORE,

ELI SHIRE, PROPRIETOR, SALISBURY, MO.

#### The Progressive Club.

The first evening's entertainment of the Progressive club for the new year, 1905, occurred Thursday evening, January 12, at the home of M. W. Anderson, under the auspices of Miss Jane Anderson and Miss Grace Moore.

Early in the evening, after the club members and guests had all assembled, artistic tally-cards in the form of flags, skillfully hand-painted, were distributed, and a most enjoyable series of euchre games followed. Eight rounds were played and at the close of the last round it was found that a tie existed between Miss Gussie Minter and Miss Katie White. These young ladies "cut" for the prize which fell to Miss Gussie Minter. The lady's prize was a beautiful souvenir spoon of which the winner was justly proud. Dr. A. C. Seiser and A. F. Taylor, boasting the same number of "punches," these gentlemen also "cut" for the prize, an elegant thermometer, mounted upon a turkey foot, "for luck," making a useful and interesting memento of a most happy occasion. Mr. Taylor was the fortunate contestant. After the award of the prizes delightful refreshments were served, the menu consisting of

#### FIRST COURSE.

Creamed Chicken Patties. Fruit Salad.  
Brown Bread Sandwiches. Gherkin Pickles

#### SECOND COURSE.

Charlotte Russe with Whipped Cream

#### THIRD COURSE.

Coffee with Cheese Straws.

The company assembled having shown due appreciation, not only in words, but by practical demonstration, of this exquisite fare, the ladies in charge of the entertainment for the evening proceeded with characteristic originality to add further to the pleasure of those present by dividing them into two contending forces, known as the "pinks" and "blues," so designated by tiny ribbons of either hue pinned to each person. With one fair hostess, Miss Moore, at the head of the "blues" and the other, Miss Anderson, as captain of the "pinks," a lively game of basket-ball followed, C. F. Lamkin having charge of the score. Much doubt and dissatisfaction was expressed by the "pinks" when this gentleman declared for the "blues," and it was thought that one member of the rank and file of the "blues" had influenced his judgment. The decision was tacitly "laid on the shelf," in gayety and informality of the last quarter of an hour of a most charming evening. With the enthusiastic assurances from every person present of the intense enjoyment afforded by the evening, the crowd dispersed and the two young ladies who were responsible for the entertainment, so successfully given, may well congratulate themselves upon the ease and grace with which their hospitality was extended.

#### For Sale.

The Wien creamery and icehouse. Also all machinery belonging thereto and one acre of land will be sold to the highest bidder Monday, February 6, 1905, at 2:30 p. m. For further inquire of

WM. F. BECKER,  
Wien, Mo.

Circuit Clerk Z. T. Lamkin went over to Salisbury Wednesday to make up the docket for the February, 1905, term of circuit court at Salisbury, which convenes Monday, February 6, 1905. The docket will be light.